2041603619

BANNER POINTS FROM PHILIP MORRIS HOUSE FILE

1. DENVER INTRODUCTION

	TOTAL	AGE			SEX		REGULAR BRAND*		REGULAR BRAND*		Years Smoked Regular Brand			COUPON USE		
		21-24	25-29	30-34	Male	Female	Discount	Premium	Light	Full Flvr.	<2	2-5	5+	Any	Occ.	Never
TOTAL NUMBER SMOKERS MAILED	20,000															
Redeemed Any Coupons NO																
YES																
Coupons Redeemed: B1G1F																
B2G1F																
BOTH																
Returned Survey: NO																
YES																

BANNER POINTS FROM OUTSERT RESPONDER SURVEY

2. DENVER OUTSERT RESPONDER

	TOTAL	AGE			SEX		REGULAR BRAND*		REGULAR BRAND*		Years Smoked Regular Brand			COUPON USE		
		21-24	25-29	30-34	Male	Female	Discount	Premium	Light	Full Flvr.	<2	2-5	5+	Any	Occ.	Never
TOTAL NUMBER SMOKERS MAILED																
Redeemed Any Coupons NO																
YES																
Coupons Redeemed: B2G1F																
$1 off 3 packs																
BOTH																
Returned Survey: YES																
NO																

BANNER POINTS FROM PHILIP MORRIS HOUSE FILE OR FROM OUTSERT/INTRODUCTORY SURVEY

3. DENVER MAILING II

	TOTAL	AGE			SEX		REGULAR BRAND*		REGULAR BRAND*		Years Smoked Regular Brand			COUPON USE			LIST ORIGIN	
		21-24	25-29	30-34	Male	Female	Discount	Premium	Light	Full Flvr.	<2	2-5	5+	Any	Occ.	Never	Intro	Outsert
TOTAL NUMBER SMOKERS MAILED																		
Redeemed Any Coupons NO																		
YES																		
Coupons Redeemed																		
Introductory Mailing: B1G1F																		
B2G1F																		
BOTH																		
Outsert Mailing: B2G1F																		
$1 off 3 packs																		
BOTH																		
Mailing II: B3G1F-"A"																		
B3G1F-"B"																		
BOTH																		

Source: https://www.industrydocuments.ucsf.edu/docs/zmxm0004